GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1128
ANSWERED ON:24.11.2000
BROADCAST OF PUNJABI PROGRAMMES
BHAWANA GAWALI (PATIL)

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the proportion of Punjabi transmissions as compared to the Pakistan oriented Urdu transmission by the external service division of All India Radio in view of the considerable interest evoked again in the Punjabi language in the Western Punjab; and

(b) the proportion of the cultural programmes in the Pakistan oriented Punjabi programmes?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Prasar Bharati has informed that the proportion of broadcast in Punjabi vis-Ã -visthe transmission in Urdu, by the External Services Division of All India Radio, is 1:6.

(b): The proportion of cultural content in the West Punjab(Pakistan)-oriented Punjabiprogrammes is half of total Punjabi transmission broadcast per day.